SIXTH ANNUAL

Asserting Your IP

Spotting Quality & Value

Defending Your Portfolio

Managing IP Issues

Balancing the IP Budget

Leveraging IP for Real Value

Full Year CLE / Ethics / Professionalism*

OCTOBER 24-25, 2012

www.gsuip.org/corporate
Who You Will Meet

IP strategy requires careful analysis and planning, while IP licensing (and divestiture) is a networking and shoe leather business. The Corporate Intellectual Property Institute provides a forum that fosters casual interaction with accomplished industry leaders involved in all aspects of intellectual asset management.

Decision-makers from best-in-class organizations share their thoughts in panel discussions as well as during informal networking breaks and social events. Join your peers in exploring business development through IP at the 2012 Corporate Intellectual Property Institute.

*CLE Information

GA CLE Credits Applied for:
12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:
15 General / 2.5 Ethics

Other states may qualify for CLE credit.

Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.

About the Event

This event takes place at a time of significant change in the IP industry. Intellectual property is now recognized at executive levels as leverageable assets – perhaps as a consequence of this, we see the evolution of business models directed at increasing the liquidity of the IP marketplace.

Join your peers in the heart of Georgia for the 2012 Corporate Intellectual Property Institute. Based in Atlanta, this Institute was formed by IP professionals to share best practices, network, and discuss emerging business issues. Georgia State University’s Robinson College of Business and College of Law were instrumental in laying the foundations of the networking organization; that synergy continues today as Georgia State University hosts the 2012 Corporate IP Institute.

The Institute meets for two full days, as industry leaders participate in panel discussions focusing on pertinent issues facing IP professionals. Experienced practitioners from recognized best-in-class organizations will share learnings on topics that range from taking a first look at your organization’s intangible holdings to reaching out across other industries and leveraging your assets in the global marketplace.

www.gsuip.org/corporate • (678) 612-8818
Panelist: Doug Isenberg, Domain Name Panelist, World Intellectual Property Organization (WIPO), and World Intellectual Property Organization (WIPO) Panelist: R. J. Reynolds Tobacco Company

TRENDS IN CORPORATE IP MANAGEMENT – WHERE HAVE WE BEEN AND WHERE SHOULD WE BE HEADING?

The patentability of software and business method patents is evolving with every court decision and each new PTO rule and guideline. We are pleased to present a panel of three experts who will discuss the state of the law and explore various methods for securing protection of software and business methods. Discussion topics include not only recent case law but practical tips on prosecuting software and business method patent applications, potential alternatives, and the Transitional Program for Covered Business Method Patents under the Leahy-Smith America Invents Act.

Moderator: Lawrence A. Stahl, Fitzpatrick, Cella, Harper & Scinto
Panelist: Geoff Sutcliffe, AT&T Intellectual Property
Panelist: Jennifer F. Miller, McKesson Corp.
Panelist: Michael B. Chernoff, Accenture

10:45 – 11:00 Break

11:00 – 12:00 BUILDING EFFICIENT IP BUSINESS TEAMS: ENHANCING PROFESSIONALISM BY FOCUSING ON IN-HOUSE CLIENT COMMUNICATION AND TEAM RELATIONSHIP SKILLS

This panel will use case studies on professionalism and the real-world experiences of seasoned in-house business, innovation teams and counsel who support them to provide insight into building efficient teams. Specific emphasis will be placed on how IP advisers can improve their counseling and communication skills to foster understanding of client expectations and to maximize value from IP efforts.

Moderator: Tina W. McKeon, Ph.D., JD, Founding Principal, McKeon, Meunier, Carlin and Curfman, LLC
Panelist: Jackie Hutter, MS, JD, CEO and IP Strategist, Evgentech
Panelist: Jason Lye, Ph.D., President and Chief Technology Officer, Lyco WorksIncorporated
Panelist: John Ruckart, Director-Innovation, AT&T

12:00 – 1:30 Lunch and Discussion

SOCIAL MEDIA CONSIDERATIONS FOR IP COUNSEL

This interactive lunch discussion will focus on Social Media considerations for IP Counsel (both in-house and in private practice) and will include tips and trends and a facilitated discussion of recommended practices. Participants in this discussion can expect to broaden their skills and knowledge for navigating the ever-changing world of Social Media.

Moderator: Michael Powell, Shareholder, Baker Donelson
Panelist: Vivian Hood, Executive Vice President, Client Services, Jaffe PR

1:30 – 2:45
This panel of senior IP law leaders will address key trends in IP management over the past decade as identified in IPO’s 2011 Corporate IP Survey Report and prior IPO surveys conducted in 2006 and 2009. This rich source of corporate IP data provides a baseline for panelists to consider the implications these developing trends may have for corporate IP organizations in the future. The discussion will include an early assessment by the panelists of the impact the America Invents Act may have on their organizations.

**Moderator:** John K. Williamson, K&L Gates  
**Panelist:** Scott M. Frank, AT&T  
**Panelist:** Bernard J. Graves, Eastman Chemical  
**Panelist:** Dennis Skarvan, Caterpillar Inc.

2:45 – 3:00 Break

3:00 – 4:00 THE INTERNATIONALIZATION OF US PATENT LAW

Most recent changes to U.S. patent law have been driven by international considerations, such as the TRIPS agreement and efforts to harmonize our law under the America Invents Act. This talk will discuss such dynamics and how U.S. domestic law should respond to an increasingly international environment.

**Speaker:** Timothy R. Holbrook, Professor of Law and Associate Dean for Faculty, Emory University School of Law

4:00 – 4:15 Break

4:15 – 4:30 GEORGIA STATE UNIVERSITY COLLEGE OF LAW STUDENT INTELLECTUAL PROPERTY WRITING COMPETITION JUDGMENT FOR FEDERALISM: A CASE FOR WHY THE RIGHT OF PUBLICITY SHOULD BE A FEDERAL RIGHT

**Speaker:** 1st Place Winner: Brittany Lee-Richardson, Student at William and Mary School of Law

4:35 – 5:35 NPE LOVE LETTERS - BEST PRACTICES AND IMPORTANT CONSIDERATIONS

Most, if not all, companies will receive letters from a non-practicing entity (NPE) at some point in time. Our panel will address the initial steps you should take when you receive an NPE letter, the business considerations that drive your dealings with an NPE, and the best ways to efficiently resolve the issue raised by the letter. We also will review how the America Invents Act has affected a company’s interactions with NPEs.

**Moderator:** Jeffrey Blake, Merchant & Gould  
**Panelist:** Allen Yee, Counsel – Litigation, The Coca-Cola Company  
**Panelist:** Bill Heinze, Senior Counsel Intellectual Property, General Electric Company, Digital Energy Division  
**Panelist:** Geoff Rogers, Patent Counsel, Newell Rubbermaid

5:35 – 7:00 Reception

Please join us for an evening of food, fun, and stimulating conversation at the Institute Reception. Meet the speakers, moderators and other IP professionals that help shape the IP industry.

Hors d’oeuvres and drinks will be served.

Provides 6 general and 1 Professionalism CLE credits
7:45 – 8:30  Registration, Introduction and Opening Remarks by Dean Huss

Speaker: Dean H. Fenwick Huss, J. Mack Robinson College of Business
Speaker: Chason Carroll, CompuCredit Corporation

8:30 – 9:30  TOP FEATURES OF A QUALITY IP PROGRAM

Discover what makes a corporate intellectual property program “best in class.” Panelists will explore the best practices for starting, improving and maintaining programs that are built to last and produce results.

Moderator: Louis Isaf, Partner, Womble Carlyle
Panelist: Roxanne Cenatempo, Global Chief Intellectual Property Officer and Associate General Counsel, Imerys
Panelist: Robert Currie, Senior Counsel & Assistant Secretary, Rock-Tenn Company
Panelist: William Cook, IP Counsel, Cooper Lighting

9:30 – 9:45  Break

9:45 – 10:45  EVERYTHING TRADEMARK OWNERS EVER WANTED TO KNOW ABOUT THE NEW DOMAIN NAME PROCESS

Now that ICANN is considering nearly 2,000 applications for new global top-level domain names (gTLDs), trademark owners must be more diligent than ever to protect their brands online. This presentation will discuss how trademark owners can do so by registering at ICANN’s new Trademark Clearinghouse, filing formal objections to problematic gTLDs and taking advantage of the new Uniform Rapid Suspension System (URS) and the well-established Uniform Domain Name Dispute Resolution Policy (UDRP).

Speaker: Doug Isenberg, Domain Name Panelist, World Intellectual Property Organization (WIPO), National Arbitration Forum (NAF), Czech Arbitration Court (CAC) and British Columbia International Commercial Arbitration Centre (BCICAC)

10:45 – 11:00  Break

11:00 – 12:00  PIECING TOGETHER THE IP PUZZLE IN BUSINESS TRANSACTIONS

As Intellectual Property (IP) becomes increasingly important in various types of business transactions, it becomes more important for IP counsel to understand the various pieces of the IP puzzle permeating throughout the deal – from the identification of the target to the integration of the newly acquired IP. Parties rely on their lawyers to make certain that they actually acquire the assets needed to run the business; however, purchasers sometimes end up with far less than expected or desired. This panel will explore the role of IP counsel in structuring business transactions to maintain alignment with the company’s overall business goals and will discuss various issues that may arise when preparing for and executing a deal, including IP due diligence and drafting and negotiation of the deal documents.

Moderator: Peter G. Pappas, Partner, Sutherland Asbill & Brennan LLP
Panelist: Sherry M. Knowles, Principal, Knowles Intellectual Property Strategies
Panelist: Michael Wallace, Associate Chief IP Counsel, Siemens
Panelist: Jeffrey W. Burris, Vice President And General Counsel, Cryolife, Inc
Day 2 - October 25, 2012

12:00 – 1:30  Lunch and Discussion

PRETEXT INVESTIGATIONS IN TRADEMARK CASES:
A DEBATE ABOUT ETHICAL CONSIDERATIONS

Trademark disputes often require significant investigative work. Often, a question will arise regarding whether such investigations can ethically be conducted using suitable “pretexts.” This panel will debate various aspects of those ethical considerations, and will assess the degree to which attorneys can be involved in commissioning pretext investigations in trademark cases without risk to the admissibility of the gathered evidence or other professional sanctions.

Moderator: William M. Bryner, Partner, Kilpatrick Townsend & Stockton LLP
Panelist: Guy M. Blynn, Former Trademark Counsel, R.J. Reynolds Tobacco Company
Panelist: Ken Taylor, President, Marksmen

1:30 – 2:30  BEST PRACTICES FOR EMPLOYING REASONABLE MEANS TO PROTECT TRADE SECRETS

In a world where employees can take valuable trade secrets on a flash drive that fits on a key chain or using an e-mail that can be the proverbial needle in a haystack of a Sent folder, companies have to focus on protecting their trade secrets on the front end. Moreover, because the courts have not provided much guidance on what constitutes “reasonable means” to secure their trade secrets, companies are in some respects on their own to create effective policies and practices. This panel will explore the various areas of effective trade secret protection, from physical security and IT policies to exit procedures and restrictive covenant agreements.

Moderator: Michael P. Elkon, Of Counsel, Fisher & Phillips LLP
Panelist: Suzanne Alford, Senior Director & Corporate Counsel, Equifax
Panelist: Ryan Van Meter, Litigation and Regulatory Counsel, Imerys – North America

2:30 – 2:45  Break

2:45 – 3:45  ADVICE FROM THE BENCH

The panel will discuss lessons learned and best practices to place your company in the best position and avoid patent land mines.

Moderator: Jeffrey A. Freeman, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Panelists: Honorable Judge Charles A. Pannell, United States District Court
Panelists: Honorable Judge Amy Totenberg, United States District Court

Provides 6 general and 1 ethics CLE credits.
About the Location: Atlanta and Georgia State University

This one of a kind conference will take place in downtown Atlanta, the financial capital of the South East, and home to an array of well known brands, representing a diversity of industry sectors. Atlanta attracts visitors from around the world, building a rich tapestry of cultures that support a variety of renowned restaurants, cafes, evening entertainment, as well as world-class hotels located throughout the city. Georgia State University, founded in 1913, is a leading research university with an enrollment of over 30,000 undergraduate and graduate students. The J. Mack Robinson College of Business is the largest business school in the South, with 200 faculty, 8,000 students and 70,000 alumni. The college’s part-time MBA is ranked among the best by Bloomberg Businessweek and U.S. News & World Report, and its Executive MBA is on the Financial Times list of the world’s best EMBA programs. The College of Law is ranked among the top third of the nation’s law schools. A diverse and motivated student body brings a rich variety of work and life experiences to the law school. Dedicated and distinguished faculty members are thoughtful scholars and enthusiastic teachers who are committed to ensuring that students receive a world-class education.

We hope you'll join us for two days of professional networking, education, and business development with licensing leaders from both small businesses and multi-national organizations to academic institutions and licensing solution providers.

Sponsorship Opportunities
Contact Chason Carroll at 678-334-1245 or chason.carroll@compucredit.com

Co-Founders/Organizers, GSU Corporate IP Institute

CHASON CARROLL, JD (Committee Chair) joined CompuCredit Corporation in 2005 as the corporation’s first Director of Intellectual Property, which duties include IP creation, development, monetization, and oversight of all IP initiatives including infrastructure, strategy, licensing, M&A activity, and litigation. Prior to joining CompuCredit, Chason was part of Motorola ESG’s New Business Development and IP Strategy division where he initially designed wireless accessories as an electrical engineer. Chason is a patent holder and has shared his knowledge through speaking engagements for the State Bar of Georgia, The Licensing Executive Society, and several publications. Chason has a B.S and M.S. in electrical engineering from the Georgia Institute of Technology and a J.D. from Georgia State University. He is also a member of the Georgia State University’s Intellectual Property Advisory Board.

PERRY BINDER, JD, pbinder@gsu.edu, is a Legal Studies professor in Georgia State University’s Robinson College of Business. In 2012 and 2010, Perry taught the business applications of IP for U.S. students in Italy. In 2008, he received Robinson’s MBA Teaching Award and in 2005, he received the college’s Teaching Excellence Award. He is an energetic speaker who has appeared internationally on television, radio, and in print media, including The New York Times, The Financial Times, and ESPN Classic. Perry is a member of The Florida Bar and conducts law training at PerryBinder.com. Prior to his teaching career, he litigated complex business cases in Miami, and received the Dade County Bar Association’s Pro Bono Award. In South Florida, he was a member of the NBA Subcommittee to the Miami Sports & Exhibition Authority, a Board member of the Bob Beamon Foundation for Youth, and a sports radio talk show host.

SCOTT M. FRANK, JD/MBA, scott.frank@att.com, was named President of AT&T Intellectual Property in March of 2007 following the December 2006 merger of AT&T and BellSouth, where Scott had previously been the President of Intellectual Property. Scott joined BellSouth in 1998 and led the effort in forming the BellSouth Intellectual Property companies, which grew from a handful of employees to over 40 employees. When Scott started in 1998, BellSouth had less than 50 patents issued in its first fourteen years and had not proactively marketed its IP. At the time of the merger, BellSouth Intellectual Property had more than 1000 patents, had been recognized by BusinessWeek for the significant value of their patent portfolio, and had added over a half billion dollars to BellSouth’s bottom-line from its IP marketing efforts. Scott received his Bachelors in Electrical Engineering from Georgia Tech, and his Law Degree and Masters in Business from Georgia State University. Scott lives in Atlanta, Georgia, and is married with four children.

JEFFREY R. KUESTER, JD, jkuester@taylorenglish.com, works in all areas of intellectual property and leads the Patent Practice Group at Taylor I English, an innovative business law firm currently ranked as the fastest growing law firm in Atlanta (5 to 80 in 5 years), with many attorneys having in-house experience. Jeff is Vice-Chair of the Intellectual Property Advisory Board for the GSU College of Law and previously served as Chair of both the Intellectual Property Law Section and the Technology Law Section of the State Bar of Georgia, both of which received the “Section of the Year Award” under his leadership. Prior to receiving his law degree from the GSU College of Law, Jeff earned his Bachelor of Electrical Engineering degree (with honors) from the Georgia Institute of Technology while working for IBM and Georgia Power Company. Jeff also runs AwakenIP, an IP consulting company that filed an Amicus Brief in Bilski v. Kappos, in which Jeff also represented the inventors.

Speaker Biographies are available at www.gsuip.org/corporate
Finnegan proudly supports the 2012 Corporate IP Institute

Finnegan practices patent, trademark, copyright, and trade secret law and IP-related litigation, licensing, export control, portfolio management, Internet, government contract, antitrust, and unfair competition law.
2012 INTELLECTUAL PROPERTY SPONSORSHIPS

Providing Full and Partial Scholarships for students interested in intellectual property and hosting an annual Intellectual Property Job Fair (attended by dozens of employers, dozens of law schools and hundreds of law students from around the country) are just two of many examples of how Georgia State University values Intellectual Property.

In addition to providing excellent intellectual property law classes, professional mentoring, and IP moot court opportunities to its students, GSU College of Law collaborates with the J. Mack Robinson College of Business through support from Sponsoring Alumni, Law Firms, and Corporations to provide outstanding continuing educational programs, including a Corporate IP Roundtable luncheon program and the Annual Corporate IP Institute.

There is no doubt that Intellectual Property is a BIG priority with Georgia State University. It is also with great appreciation that GSU College of Law and the Robinson College of Business thank the following organizations for their support of the many intellectual property initiatives at Georgia State University.

2012 Corporate Intellectual Property Roundtable Members

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☐ Mail:
   CIPI c/o Angelfish Meetings & Events
   828 Highland Lane, NE - Suite 2201
   Atlanta, GA  30306

You don’t have to hunt for the best practices in corporate IP.
For two days this October, hear global experts share their ideas.

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15 General / 2.5 Ethics credits applied for in Florida

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Atlanta, GA 30306

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A Certificate of Attendance and an agenda will be available upon request to attendees.

Atlanta Hotel Rooms Available:
(valid through 10/1/12)

The Ritz-Carlton Atlanta
$195 plus tax per night
181 Peachtree Street
Please call 1-800-241-3333
and reference
*Georgia State University 2012 CIPI*

Event Location Address
Student Center Building
Georgia State University
44 Courtland Street
Atlanta, Georgia 30303

Terms & Conditions

• Payment in full due prior to event
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• Substitution of participants is permissible without prior notification
• No refunds unless event is cancelled
• We reserve the right to change or cancel event
• No liability assumed for change in speaker, venue or dates